Note for Broeman, Ina

From: Sampson, Steve
Date: Mon, Feb 26, 1996 3:36 PM
Subject: INDY CAR SPONSORSHIP
To: Broeman, Ina
Cc: Doherty, Mary; McComb, Drew

WITH THE ADDITION OF KOOL CIGARETTES IN THE '97 INDY CAR SEASON I THINK IT IS IN OUR BEST INTEREST TO BEGIN DISCUSSION WITH ANDREW CRAIG TO BECOME AN OFFICIAL SPONSOR OF INDY CAR.

WE PRESENTLY SPEND $400K ON THE POLE AWARD PROGRAM AND $360K WITH THE MARLBORO RACING NEWS. IN ADDITION WE SPEND A SUBSTANCIAL AMMOUNT OF MONEY ENTERTAINING THE MEDIA AT THE HOSPITALITY TRAILER AND THE DEVELOPMENT OF ECONOMIC IMPACT STUDIES. WHILE THE LAST TWO INVESTMENTS ARE TO SOME DEGREE SELF SERVING, INDY CAR RECEIVES BENIFIT.

IT IS MY FEELING THAT AN INVESTMENT OF $760K SHOULD PUT US IN A POSITION TO SECURE AN OFFICIAL POSITION WITH THE SERIES. PLEASE LET ME KNOW YOUR FEELINGS ON THIS MATTER AND IF YOU AGREE WE CAN PUT TOGETHER A PROPOSAL FOR ANDREW.

THX

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